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REPORT OF LIVESTOCK MARKET DEVELOPMENT STUDY

IN

ARGENTINA, URUGUAY, BRAZIL, AND GUATEMALA

JULY 19 -- AUGUST 30, 1961

U. S. DEPT. OF AGRICULTURE  
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BY

DALTON L. WILSON,

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LIVESTOCK AND MEAT PRODUCTS DIVISION

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ARGENTINA -

The current market for U. S. Polled Herefords is limited by inflation and political uncertainties, as well as severe drought conditions in certain areas. These factors were primarily responsible for this year's 30 percent price decline for pedigreed cattle.

U. S. exporters face strong competition from English exporters who have shipped Herefords to Argentina for many years and have strong trade relationships with Argentine importers. There is also strong competition from other breeds, particularly Aberdeen Angus which has been successfully promoted and widely accepted in recent years. Nevertheless, it is felt that a limited demand exists for high quality Polled Herefords of U. S. origin because of their superior quality. The exhibiting and selling afterwards of U. S. cattle at the International Exposition in 1962 should be approached with extreme caution.

The desirability and/or requirements of financial assistance for U. S. livestock purchases were discussed with members of the Argentine Hereford Association and are currently under study by this group. Upon completion of these inquiries, their recommendations will be forwarded to FAS/W for consideration.

URUGUAY -

There was a good showing of Horned and Polled Herefords at the 14th International Livestock Exposition, but sales following the show were





### Summary (continued)

disappointing. Although 16 percent more animals were exhibited this year than last, total sale receipts were 25 percent below last year. Prices of pedigreed cattle were down 40 percent from a year earlier.

Although some U. S. Herefords have been sold in Uruguay, England continues as a major source of supply. The market could be expanded by convincing breeders of the superior quality of Polled Hereford stock available in the United States.

Internal association problems which currently exist in Uruguay could complicate the coordination of an effective market development program with U. S. associations.

### BRAZIL -

The quality of beef cattle in Southern Brazil was clearly below that of the two countries previously visited. Although there was some interest in U. S. Polled Herefords, controls on foreign exchange and inflation make it extremely difficult to import cattle from the United States. Solutions of financial problems could result in a fair demand for U. S. breeding stock. However, Brazil will probably continue to purchase most of their breeding cattle from Uruguay and Argentina. U. S. participation in the 1962 livestock exposition in Porto Alegre might create more interest in U. S. Polled Herefords.

### GUATEMALA -

STICA (Honduras) is planning a livestock purchase mission to the United States this month. Plans are to purchase 100 head of dairy and beef cattle



Summary (continued)

with an estimated value of \$62,000. The project is being coordinated with appropriate U. S. breed associations.

The Bank of America has approved a \$500,000 loan for the importation of purebred cattle for breed improvement purposes. Money was made available to the Banco de Guatemala for re-loaning to member banks. Member banks have been informed of the availability of funds, and applications for funds are being submitted to member banks by livestock breeders. Within a short time these applications will be reviewed and a livestock purchase mission to the United States is expected to be initiated at an early date.



Between July 19 and August 30, 1961, the writer accompanied a 3-member Polled Hereford market study team to Argentina, Uruguay and Brazil. The industry representatives were Franklin D. Roosevelt, Jr., John H. Royer, Director and Secretary-Treasurer of the Eastern Polled Hereford Association, respectively, and D. W. Chittenden, Executive Secretary, American Polled Hereford Association. The writer spent two working days in Guatemala prior to returning to the United States.

The specific purpose of the visit was to determine the potential market for U. S. Polled Hereford breeding cattle in these countries and formulate an effective market promotional program for exploiting these markets. Discussions were held with Government Officials, officials of livestock associations, prominent livestock breeders, importers and others to obtain the information required for developing an effective program.

The team visited several purebred and commercial ranch operations, attended the National Livestock Expositions in each country, attended cattle sales following the expositions, including private sales, and in some countries visited quarantine stations, stockyards, and meat packing plants.

#### ARGENTINA

A large proportion of the team's time in Argentina was spent at the 75th National Livestock Exposition at Palermo, Buenos Aires, Argentina. The study team observed the livestock entries, judging and sales of both Polled and Horned Herefords, and became acquainted with prominent cattle breeders and others associated with different aspects of the Argentina livestock industry. (See Appendix "A" for detailed schedule. Appendix "B" Guest List for Reception given by Ambassador and Mrs. Rubottom.) The



group also visited several large ranches located south, west, and north of Buenos Aires and attended a private sale held by a prominent Argentina breeder.

The Polled and Horned Herefords were judged this year by a U. S. judge, Mr. Jack Turner, formerly the Executive Secretary of the American Hereford Association. The Palermo show is one of the largest livestock expositions held in Latin America and attracted large crowds. Beef cattle entries were of excellent quality and well fitted for the show.

Although the exposition can be characterized as excellent and well attended, the sales following the show were disappointing. It was estimated that prices for pedigreed beef cattle this year were down 30 percent from last year.

Prices for the Horned Herefords at the Palermo sale ranged from about \$1,000 to \$40,000 per head. The Grand Champion Horned Hereford bull sold for \$24,400, the Junior Champion bull for \$40,000, and two other bulls sold for \$30,000 each. The disappointing aspect of the sale was that a large proportion of the Herefords offered for sale were not sold. The buyers were apathetic. Occasionally there was a burst of enthusiasm and a spirit of competition. Unfortunately, this display of activity was spasmodic and short-lived and soon the sale was again in the doldrums. In many instances the auctioneer found it most difficult to obtain even a first bid - of any kind.

The team's optimistic attitude toward sales of Polled Herefords soon turned to pessimism when the Grand Champion was offered for sale and not one single bid was received. However, the Polled sale was in general better than the Horned. Thirty Polled Herefords were sold and averaged about \$2,400 per head. Although the average price for the Hereford sale was probably higher than the Polled, these averages do not reflect the number of animals offered but not sold. Fewer Polls were offered and not sold than was the case for Horned.





On September 1, an article appeared in the Buenos Aires Herald entitled "Give-away Prices for Pedigree Bulls". At this sale the price for 35 head (12 Shorthorn, 5 Herefords, and 18 Angus) averaged \$3,150. Prices for five Hereford bulls imported from England ranged from \$1,900 to \$8,000 and averaged \$3,600.

The top price received for three Polled Hereford bulls imported from the U. S. was \$3,000. The average for the 3 bulls was \$2,650. These three bulls were imported from the U. S. by Mr. Juan F. Morrogh Bernard earlier this year. The team visited Mr. Bernard's ranch while in Argentina and saw all of the bulls which he imported from the United States. The 3 bulls which he sold were definitely the bottom end of the shipment.

The reduction in the prices of breeding cattle in Argentina this year is a reflection of the sharp decline in U.K. meat prices, lower domestic meat prices resulting from substantially increased offering of cattle in local markets, and uncertainties associated with the U.K. entering the Common Market.

Severe and continued drought conditions in certain areas of Argentina resulted in heavy slaughter during the first half of this year. Cattle slaughter during the first six months of 1961 was 17.4 percent above the corresponding period of last year. Beef cattle breeding herds are being reduced. This is reflected in the larger proportion of breeding stock being slaughtered this year. In the second quarter of 1961, cows and heifers accounted for nearly 33 percent of receipts in contrast to 27 percent during the same period a year earlier.

Argentina shipments of chilled and frozen beef showed a decrease for the first six months of 1961. The average value of beef exports dropped sharply from the second quarter of 1960 to the second quarter of 1961, declining from \$486 to \$388 (U.S. dollars) per metric ton f.o.b. Buenos Aires.



Those associated with the meat industry in Argentina are deeply concerned over the proposed entry of the U.K. into the Common Market. In recent years, more than 2/3 of Argentina's exports of chilled and frozen beef has gone to the United Kingdom. Mr. Carlos Obal, Vice President of the Argentina Meat Board recently stated that after talking with West European legislators he does not think Great Britain's entry into the European Common Market will affect Argentina's meat exports.

Mr. Roberto T. Alemann, Ministry of Economy, announced on the eve of the opening of the Palermo show (July 29, 1961 - formal opening) the abolishment of the 10 percent retention on meat exports (represents about 2 pesos per kilo liveweight). This measure is expected to result in a slight increase in producer incomes and improve the competitive position of Argentina meat in the world market. Increased exports would give some relief to large packers who rely primarily on exports for their income. It was reported that large packing plants have been operating in the red for sometime and lost a total of one billion pesos during calendar year 1960 (equivalent to approximately 12 million dollars).

During the team's visit to Argentina, Wilson & Co. announced the closing of their plant. The workers in this plant had been on strike since May of this year as a result of certain disciplinary actions taken against some laborers. We were informed that the plant was closed and that the workers had received their termination pay and been dismissed. More recent information indicates that intensive negotiations are being conducted between labor, management, and government officials. The government is expected to make a concerted effort to find some method to keep the plant in operation.



One of the team's objectives in visiting Argentina and attending the Palermo Exposition was to determine the feasibility of exhibiting a group of Polled Herefords at the 1962 show and offering the cattle for sale following the exposition.

If such a project is undertaken it must be well planned and approached with extreme caution. A project of this nature would represent a considerable investment since only high quality outstanding animals could favorably compete at Palermo. Unless U. S. entries won or placed high in their classes Argentina breeders would have little or no interest in purchasing these animals. Even winning the championship would not insure favorable sale prices. A case in point - unable to receive a bid on this year's Grand Champion Polled Hereford bull.

Since the seasons in Argentina are reversed from those in the U. S. the animals would need to arrive in Argentina several months prior to the show. Enough time must be allowed for the animals to shed and grow a winter coat of hair and be properly fitted for the show. Another risk involved in competing at Palermo is the differences in judging standards as compared with U. S.

U. S. exporters of beef breeding cattle face strong competition from European and U. K. exporters who have shipped cattle to Argentina for many years and have developed strong trade relationships with Argentina breeders. Western Europe and the U. K. are Argentina's traditional markets. There they have credits, international trade channels, economic and cultural links.

Since May 15, 1959, Argentina has pressed hard for the removal of the U.S. ban on the imports of partially cured beef. On numerous occasions it was pointed out to team members that Argentina would be able to purchase more breeding cattle if this ban was removed. Our answer was that this was strictly a technical problem and it was our understanding that the ban





was imposed as a safeguard against introduction of foot-and-mouth disease into the United States.

In 1959, experiments were conducted by ARS at the Plum Island Laboratory to determine whether the virus of foot-and-mouth disease would remain alive in meats prepared and cured in conformity with practices in use in preparing and handling cured meats for importation into the United States. As a result of these findings, the Department of Agriculture considered further importations of such cured meat unsafe. Effective May 15, 1959, the regulations on cured meats were revised to provide for the importation of cured meats from all foot-and-mouth disease infected countries only when such meats were fully dried so as not to require refrigeration. No changes were made in the regulations governing the importation of canned meats in hermetically sealed containers or of fully cooked meats.

Argentina was the principle supplier of partially cured beef until the U.S. suspended further imports. Imports from Argentina reached a peak of 125 million pounds in 1958. From January 1 to May 15, 1959, 66 million pounds were imported from Argentina. Since the import ban there has been no further trade in partially cured beef. Imports of fully cured beef, which is still permitted entry under existing regulations, amounted to 5 million pounds in 1960, all of which was supplied by Argentina.

In 1958, the U. S. imported 32.5 million dollars worth of meat from Argentina (mostly cured and salted boneless beef). The value of these same items in 1959 totaled 27.0 million dollars and fell to 8.5 million in 1960.

U. S. Polled Hereford exporters will encounter strong competition from other breeds, particularly Aberdeen Angus. This breed has been successfully promoted and widely accepted in Argentina in recent years. The number of Aberdeen Angus in Argentina has been increasing at the expense of Shorthorn.





Between 1947 and 1958 the number of Angus nearly doubled while Shorthorns declined by about one-third. In 1947 Angus accounted for 11 percent of the total cattle population of Argentina. By 1958 they made up 21 percent. During this period Herefords maintained their relative position as a proportion of total cattle numbers in Argentina. (See Table 1.)

One major obstacle to increased exports of U. S. breeding cattle to Argentina is finance. The desirability and/or requirements for financial assistance for purchases of U. S. livestock were discussed with members of the Argentina Hereford Association. It was pointed out that in some instances the Export-Import Bank had granted loans for livestock purchases. The general requirements and conditions of the loans were discussed with the group. It was our understanding that the Association held several conferences in which the topic of financing livestock purchases was discussed. However, no firm decision had been reached by the Argentina breeders prior to the team's departure. We were advised that upon completion of their inquiries representatives of the Association would forward their findings and recommendations to FAS/W for consideration.

In his letter of August 24, 1961, Richard Welton, Assistant Agricultural Attache to Argentina, stated that the purchase of \$225,000 worth of U. S. beef breeding cattle had been arranged except for financing. It was indicated that if financing arrangements could be made in the U. S. considerable additional imports would be made.

In a letter to Mr. Welton of September 7, 1961, it was suggested that the interested party explore the possibility of livestock loans with several financing institutions. These institutions include the First National Bank of New York, Chase Manhattan, and the Bank of America, all of which are active in Latin America. Mr. Welton was advised that the



Table 1.--ARGENTINA - Distribution of beef cattle by breeds and percentage each breed of total for selected years

Year	Shorthorn	Angus	Hereford	Other 1/	Total
	000 Head	000 Head	000 Head	000 Head	000
	% of Total	% of Total	% of Total	% of Total	
1930...	18,109	1,256	2,786	10,051	32,202
1937...	19,790	1,750	3,135	8,532	33,207
1947...	21,643	4,548	4,288	10,569	41,048
1952...	18,893	7,668	5,286	13,909	45,756
1958...	14,890	8,649	4,917	12,280	40,736

1/ Mostly Holsteins.

Source: Office of Mr. Albion Patterson, Director,  
USOM, Buenos Aires, Argentina.



Bank of America recently made funds available to a member bank in Guatemala for the purpose of buying breeding stock in the United States.

On September 14, 1961, a letter prepared by William F. Doering, Chief, International Monetary Branch was transmitted to our Agricultural Attache in Argentina. This letter included an enumeration and brief summaries of the operations of principal U. S. and international agencies whose programs include export financing and might finance the export of U. S. breeding livestock.

As a good will gesture the American Polled Hereford Association provided two banners to be awarded to the Champion Polled Hereford bull and the Champion female at the Palermo Show. The U. S. Association also donated an engraved 16" sterling silver platter for presentation to the exhibitor of the Champion Polled Hereford bull at the Palermo Show. Mr. D. W. Chittenden, Executive Secretary, American Polled Hereford Association, presented the banners and the silver platter to the appropriate exhibitors. The recipients of these awards did not show any appreciation for the banners or trophy. They did not even bother to extend the normal courtesies of a "Thank you." This incident, of course, was very disappointing. We were unable to ascertain the reason for such an attitude.

#### URUGUAY

The 14th International Livestock Exposition was held in Montevideo from August 8 through 17. A total of 1,222 animals were exhibited of which 343 were sold following the show. The number of animals exhibited at the show this year was 16 percent higher than last year. The 261 head of beef cattle exhibited consisted of 125 Herefords, 49 Polled Herefords, 23 Shorthorns, 61 Aberdeen Angus, 2 Charolais, and 1 Polled Shorthorn.



The Livestock Exposition can probably best be characterized as a strong Horned and Polled Hereford show followed by disastrous sales. Total sale receipts this year were 25 percent below last year. It was estimated that prices for pedigreed cattle this year averaged about 40 percent below year ago levels. Twenty-two Polled Herefords were offered for sale following the show but only 8 head were sold. However, many of the animals in the "no sale" category were of poor quality. Prices received for the 8 Polled Herefords ranged from \$636 to \$3,636 per head and averaged \$2,534. The Hereford sales averaged somewhat higher than the Polled Hereford, while Aberdeen Angus sold at prices substantially below both Polled and Horned Herefords. (See Table 2.)

Table 2.--Number of beef cattle sold by breeds, range in prices and average prices paid at National Livestock Exposition, Montevideo, Uruguay, 1961

<u>Breed</u>	<u>No. Sold</u> <u>(Number)</u>	<u>Highest</u> <u>Price</u>	<u>Lowest</u> <u>Price</u>	<u>Average</u> <u>Price</u>
		-----dollar equivalent-----		
Hereford	46	8,182	1,000	2,596
Polled Hereford	8	3,636	636	2,534
Shorthorn	1	---	---	1,818
Aberdeen Angus	21	2,818	273	1,439

Although some individual breeders have purchased Herefords from the U. S., England is still regarded as the major supply source. During the team's visit an Englishman held a successful sale in Montevideo. Several Horned Herefords imported from England sold at prices considerably above those received for the Herefords sold at the exposition.

While in Uruguay the team took a two-day trip into the Northwestern part of the country (San Jose de Mayo, Trinidad, Young, Mercedes, Dolores, Carmelo, and Conchillas) and visited three different ranches (see Appendix "C" for complete itinerary). Unfortunately, the team only saw one herd of





Polled Herefords on the trip. This herd was owned by Mr. Julio Stirling, President of the Uruguayan Hereford Association. Some outstanding individual Polled Hereford animals were observed as well as a good herd of Polled cows. Some years ago Mr. Stirling purchased a Polled bull from the U. S. and this bull did an outstanding job for him. He stated that he would be interested in purchasing another Polled bull of similar quality from the United States.

The team was informed that most Hereford breeders had both Polled and Horned and that the Polled operation was generally considered as the minor phase of their operations. In some instances Polled bulls were bred to the lower quality Horned cows. It is no wonder that the resulting offspring left much to be desired.

There also exists in Uruguay some internal association problems which could complicate the coordination of an effective livestock market development program with U. S. associations. We were advised that one group of breeders had resigned from the Uruguayan Hereford Association and formed another association. According to our information, this new group has not been accepted by the Rural Association of Uruguay, an association which has the authority and responsibility for recording all registrations.

On August 22, 1961 the National Council of Government issued a decree approving the importation of Angus cattle into Uruguay for reproduction purposes. This decree authorizes imports of up to 20,000 head of Aberdeen Angus heifers including some bulls, free from surcharges, customs and additional duties, import taxes and taxes on remittances abroad. All imported animals must be certified for quality and vaccinated against Aftosa.

While preliminary information indicated that these purchases would be made in Argentina, the decree does not limit the purchasing to any country or countries.



Despite the current depressed beef breeding cattle market in Uruguay there appears to be a limited market for high quality U. S. Polled Hereford bulls. This market could be expanded by an effective promotional campaign directed toward convincing breeders of the superior quality of Polled Hereford stock available in the United States.

## BRAZIL

The team's activities in Brazil consisted of attending the National Livestock Exposition in Porto Alegre and visiting ranch operations in the vicinity of Uruguaiana (approx. 400 miles west of Porto Alegre). One day was spent discussing our activities with the Agricultural Attache and his staff in Rio de Janeiro.

The quality of the beef cattle observed in Southern Brazil was clearly below that in either Argentina or Uruguay. We saw a few good individual animals but many of the bulls were in extremely poor condition. Some of the bulls could hardly walk.

Officials of the Livestock Division in Rio Grande do Sul have initiated an aggressive and apparently a successful program of artificial insemination for beef cattle.

Although some individuals indicated an interest in U. S. Polled Herefords, financing appears to be the main obstacle to increased exports. The inflationary conditions in Brazil has made it increasingly difficult to import livestock. Solutions to financing problem could result in fair demand for U. S. breeding stock.

Since the quality of the Brazilian cattle are below the quality of cattle in both Uruguay and Argentina, Brazil will probably continue to rely on these two countries for the bulk of their breeding cattle. Of the 394



head of breeding cattle imported by Brazil in 1960, 84 percent was obtained from Argentina and Uruguay. In 1960, Brazil imported only 7 head from the United States. The Charolais breed of beef cattle is gaining in popularity in Brazil and 27 head were imported from France in 1960 and 28 head during the first quarter of 1961. The remaining 14 head imported during the January-March period of 1961 came from Uruguay.

The Agricultural Attache and the team felt that some type of participation in the 1962 national exposition at Porto Alegre could create more interest in U. S. Polled Hereford bulls.

#### GUATEMALA

The writer's activities in Guatemala included a tour of a slaughter plant at Lavarreda which began exporting beef to the U. S. earlier this year, reviewed STICA (Honduras) proposed cattle purchase mission, met with the President of the Cattlemen's Cooperative, Guatemalan Minister of Agriculture and the Manager of the Bank of Guatemala. (See Appendix "F".)

On March 28, 1961 the U.S.D.A. officially announced the approval of the Guatemalan meat inspection system which allowed the export of meat to the U. S. beginning 30 days after the announcement (April 28, 1961). The only Guatemalan plant now processing meat for export is located at Lavarreda. This plant has a kill capacity of 200 head of cattle per day but is currently slaughtering only about 60 head per day.

John Montel and the writer reviewed and discussed a proposed livestock importation project submitted by Mr. Albert L. Brown, Director, of STICA Tegucigalpa D. C. Honduras. Under this project STICA would purchase 100 beef and dairy cattle in the U. S. with an estimated value of \$62,000. It was indicated that if this first Honduras Import Program was successful it



would be followed by another financed with STICA funds. Mr. Brown was informed that the Livestock and Meat Products Division, FAS/W and appropriate U. S. Breed Associations were most anxious to assist in this project.

The Purchase team from Honduras was scheduled to visit the U. S. during the first half of October. Since the Pan-American Livestock Exposition will be held in Dallas from October 7 until October 15, it was suggested that the team attend the exposition in Dallas, and purchase the cattle following the show. This would give team members an opportunity to become acquainted with many livestock breeders and association members, and observe good breeding cattle.

Recently the San Francisco office of the Bank of America approved a \$500,000 loan for use in purchasing purebred cattle for breed improvement purposes. This money was made available to the Banco de Guatemala for re-loaning to member banks. In discussing this program with J. Francisco Fernandez Rivas, Manager of the Banco de Guatemala, he stated that member banks had been informed of the availability of these funds. Mr. Fernandez indicated that several applications for funds had been submitted to member banks. He stated that these applications would be reviewed at an early date and a livestock purchase team would visit the United States. Mr. Fernandez was assured that FAS/W and appropriate U. S. breed associations would provide the team with all possible assistance to assure a successful mission.

During a visit with Senor Pedro Mombiela, Minister of Agriculture, he stated that he was a livestock man (owns large ranch) and was most interested in expanding the livestock industry in Guatemala. The Minister indicated that he would work closely with John Montel in developing an itinerary for the Brahman market study team scheduled to visit Guatemala in November of this year.







APPENDIX "A"

SCHEDULE - POLLED HEREFORD MARKET STUDY TEAM - ARGENTINA

<u>JULY</u>	<u>DAY</u>	
14	Fri.	Mr. John Royer, Secretary-Treasurer, Eastern Polled Hereford Association arrived.
20	Thurs.	Mr. Dalton Wilson, Chief, Foreign Marketing Branch, Livestock and Meat Products Division, FAS, USDA, arrived.
21	Fri.	<p>The Group discussed program for Argentina with Agricultural Attache.</p> <p>Wilson departed from Buenos Aires by air to Lincoln, Argentina, to visit Estancia Villa Maria owned by Jorge Pereda, Polled Hereford Breeder. Mr. Royer who had arrived earlier met him.</p>
22	Sat.	<p>Messrs. Royer and Wilson left Lincoln for Azul by air where they visited an estancia owned by Herrera Vegas and sons, Polled Hereford Breeders.</p> <p>Visited estancia Guayen-Los Talas near Tandil owned by Jose R. Pereyra and Roata, Hereford Breeders.</p>
23	Sun.	Messrs. Royer and Wilson returned to Buenos Aires for a visit with Jorge Pereda in his home.
24	Mon.	<p>Messrs. Royer and Wilson had a breakfast meeting with Mr. Paul Swaffar, Executive Secretary, American Hereford Association.</p> <p>Visited Palermo Show grounds.</p> <p>Returned to the American Embassy and met with Horacio Echevarria, Hereford Breeder, who had recently assisted in the purchase of several head (8-10) Polled Hereford bulls in the United States.</p> <p>Mr. Donald W. Chittenden, Executive Secretary, American Polled Hereford Association, arrived.</p> <p>Mr. Royer and Mr. Wilson met with Mr. Chittenden for briefing session.</p>
25	Tues.	<p>The group met with Mr. Enrique Bolshauser, President, Argentine Hereford Association, and Mr. Aleides Iglesias, Manager, Argentine Hereford Association.</p> <p>Visited the Palermo Show grounds and had lunch with Mr. Guillermo Bullrich, In Charge of Holstein Sales.</p>



Appendix "A" (cont'd.)

JULY    DAY

- 25    Tues.    In the evening attended the Reception given by Swift and Company.
- Met Mr. Franklin D. Roosevelt, Jr., Director, Eastern Polled Hereford Association, at the Airport on his arrival.
- 26    Wed.    Group attended Palermo Show - Judging of Polled Herefords.
- Attended Luncheon at the American Embassy Residence given by Ambassador and Mrs. R. R. Rubottom.
- Returned to the Palermo Show for the afternoon.
- Attended dinner at the hotel with Mr. Henry Buckard, Agricultural Attache from Montevideo, and Mr. Carlos F. Arias, President-Elect of the Argentine Hereford Association.
- 27    Thurs.    Group attended judging of Herefords at Palermo Show.
- Attended Reception given by Ambassador and Mrs. R. R. Rubottom at the Embassy Residence.
- Messrs. Wilson and Chittenden attended dinner with Mr. Guillermo Bullrich and wife.
- 28    Fri.    Attended Palermo Show - Selection of champions.
- Attended evening reception given by the Argentina Hereford Association.
- Dinner at Argentina Rural Society.
- 29    Sat.    Group attended Formal Opening of Palermo Show.
- 30    Sun.    Mr. Roosevelt visited the Villa Maria Estancia of Jorge Pereda in Lincoln, Argentina.
- Messrs. Wilson, Royer and Chittenden visited the Estancia Beuquerencia owned by Senor J. P. Guillermo Standt, Hereford Breeder.
- Attended evening reception held by the Rural Society.
- 31    Mon.    Mr. Roosevelt departed for New York City, USA.
- Team met with Mr. Albion Patterson, Director, USOM, and members of his staff.
- Attended the opening of the Palermo Show - Hereford Sales.



APPENDIX "A" (cont'd)

AUGUST DAY

- 1    Tues.    Group visited the Buenos Aires Stockyards.  
  
              Attended the Palermo Hereford Sales.
- 2    Wed.    Visited the Argentina Rural Society.  
  
              Attended luncheon with Mr. Enrique Bolshauser, President,  
              Argentine Hereford Association.  
  
              Attended the opening of the Polled Hereford sales at the  
              Palermo Show.  
  
              Dinner with Mr. Enrique Bullrich, In Charge of all  
              Hereford sales in Argentina.
- 3    Thurs.    Group visited Estancia Cabana "La Estrella" owned by  
              Juan Francisco Morrogh Bernard, Hereford Breeder,  
              located at Gualeguaychu.  
  
              Visited Estancia Las Raices, located at Durazno (E. Rios)  
              F. C. Urquiza, owned by Mr. Enrique Bolshauser, President,  
              Argentine Hereford Association.
- 4    Fri.    Group reviewed findings of their visit to Argentina with  
              Ambassador R. R. Rubottom, American Embassy.  
  
              Met with Mr. Enrique Bulrich, In Charge of Hereford  
              Sales, to discuss Perada Sale of August 5.  
  
              Visited Argentine Rural Society to observe their record-  
              keeping and registration procedures.
- 5    Sat.    Attended the George Perada Hereford Sale.
- 6    Sun.    Departed from Buenos Aires, Argentina, for Montevideo,  
              Uruguay.



## APPENDIX "B"

GUEST LIST FOR RECEPTION GIVEN BY AMBASSADOR AND MRS. RUBOTTOM  
FOR POLLED HEREFORD MARKET STUDY TEAM ON THURSDAY, JULY 27, 1961  
7:30 to 9:00 P.M.

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### Officials Argentine Hereford Association and Hereford Breeders

Mr. and Mrs. Jorge Pereda, Jr.	Director
Mr. and Mrs. Enrique Bolshauser	President (Until October)
Ing. Agr. and Mrs. Carlos F. Arias	President-elect
Ing. Emilio Jorge Santamarina	Vice President
Mr. and Mrs. Bernardo Duggan, Jr.	Secretary
Mr. and Mrs. Eduardo Morrogh Bernard	Treasurer
Mr. Horacio Echevarria	Hereford Breeder

### Argentine Government Officials

S. E. Cesar Ignacio and Mrs. Urien	Secretary of Agriculture
Ing. Agr. and Mrs. Rafael Garcia Mata	Undersecretary of Agriculture
Ing. Agr. and Mrs. Oscar Horacio Bordarampe	President, National Meat Board
Mr. and Mrs. Roberto Garat	Undersecretary of Commerce
Mr. and Mrs. Krieger Vasena	
Ing. and Mrs. Gaston Valente	Agricultural Attache, Argentine Embassy, Washington

### Argentine Rural Society

Mr. and Mrs. Faustino Fano	President
Mr. and Mrs. Gustavo Pueyrredon	Vice President
Mr. and Mrs. Horacio Peralta Ramos	Secretary
Mr. and Mrs. Julio F. Genoud	Second Vice President
Mr. and Mrs. Benito Segeren	Second Secretary
Mr. and Mrs. Carlos Mihanovich	

### Other Organizations

Dr. and Mrs. Miguel Busquet Serra	President, Argentine Meat Producers Corp. CAP
Mr. and Mrs. Enrique Bullrich	In Charge of Hereford Sales
Mr. and Mrs. Patricio Donovan	President, Holan do Argentino Breeders Ass'n.
Mr. and Mrs. Guillermo Bullrich Casares	President-elect, Holando Argentino Breeders Ass'n.
Mr. and Mrs. Keith Pryor	President, International Packers





## Appendix "B" (cont'd)

### Other Organizations (cont'd)

Mr. and Mrs. Frank Bowell  
Mr. and Mrs. Jack Schleimier  
Mr. and Mrs. Allen Mill  
Mr. and Mrs. William Oosterberg  
Mr. and Mrs. Bruce Carlyle

Mr. and Mrs. Federico Dussel

President, Swift & Co.  
President, Armour & Co.  
British Agricultural Attache  
Dutch Agricultural Attache  
President, Liebig's Extract  
of Meat & Co.  
Manager, Argentine Grain  
Board

### Visiting Americans

Mr. Franklin D. Roosevelt, Jr.

Mr. and Mrs. John H. Royer

Mr. D. W. Chittenden

Mr. and Mrs. Jack Turner

Mr. and Mrs. Frank Harding

Mr. Dalton Wilson

Director, Eastern Polled  
Hereford Association  
Secretary-Treasurer,  
Eastern Polled Hereford  
Association  
Executive Secretary, American  
Polled Hereford Ass'n.  
Hereford Judge at the 1961  
Palermo Show  
U.S. Livestock Export Broker  
Livestock Marketing Specialist

### Press

Mr. and Mrs. Sam Summerlin  
Mr. and Mrs. Piero Saporiti  
Mr. and Mrs. William H. McCall

Associated Press  
Time and Life  
United Press

### American Hereford Association

Mr. and Mrs. W. B. Hamilton  
Mr. and Mrs. Forest Fenn  
Miss Judith Kinder  
Mr. Paul Swaffar  
Mr. Jack Turner  
Mr. Ricky Irwing

### Embassy

Mr. and Mrs. Harry Conover  
Mr. and Mrs. John Fitzgerald  
Mr. and Mrs. Albion Patterson  
Mr. and Mrs. Richard Welton  
Mr. and Mrs. Seymour Nadler  
Mr. and Mrs. Duane W. Clark

### Other

Dr. and Mrs. Jose Alfredo  
Martinez de Hoz  
Mr. and Mrs. Henry Buckardt,  
Agricultural Attache,  
AmEmbassy, Montevideo  
Mr. Enrique Larraechea,  
Uruguayan Hereford Breeder



APPENDIX "C"

SCHEDULE - POLLED HEREFORD MARKET STUDY TEAM - URUGUAY

AUGUST   DAY

- 6   Sun.   Arrive Montevideo via Aerolineas Argentinas.
- 7   Mon.   Visit Office of Agricultural Attache (administrative matters, passports, tickets, mail, etc.)
- Meet with Mr. Donovan Zook, Counselor of Embassy (Ambassador Sparks out of city).
- Meet with Mr. Hugo V. Newell (advance of pesos and financial matters).
- Lunch at Golf Course.
- Meet with Dr. Miguel Galain, Director of the Livestock Division of the Ministry of Livestock and Agriculture, at his office.
- Meet with Dr. Benito Medro, President of the Rural Association, at his office.
- Evening free.
- 8   Tues.   Trip into the country to visit Estancias.
- 9   Wed.   Leave Victoria Plaza on the 8th.  
Visited the following Estancias:
1.   "Rincon de Francia", Young, Rio Negro, owner Mr. Julio Stirling.
  2.   "Los Morteros", Mercedes, Soriano, owner Mr. Hubert Maness.
  3.   "Los Cerros de San Juan", La Horqueta, Colonia, owner Mr. Arturo Booth.
- Return to Montevideo on the 9th.
- 10   Thurs.   Leave Victoria Plaza to attend judging of cattle at International Show. Return Victoria Plaza
- Leave Victoria Plaza. Dinner at home of Agricultural Attache, Carrasco.
- 11   Fri.   Leave Victoria Plaza to attend judging of cattle at International Show.  
Return to Victoria Plaza by 12 o'clock.  
Luncheon American Men's Association at Victoria Plaza Hotel. Speakers: Royer and Chittenden.



APPENDIX "C" (cont'd)

AUGUST   DAY

12	Sat.	Leave for Punta del Este visit Economic Conference. Visited Quarantine Station. Return to Montevideo by 6:00 P.M. Reception of Rural Association.
13	Sun.	Morning free. Leave Victoria Plaza for Inauguration of International Show.
14	Mon.	Leave Victoria Plaza for livestock sales which last all day.
15	Tues.	Depart Montevideo for Porto Alegre, Brazil.



APPENDIX "D"

LIST OF POLLED HEREFORD BREEDERS WHO EXHIBITED ANIMALS AT  
MONTEVIDEO EXPOSITION 1960

1. Julio STIRLING
2. Francisco A. CROSA RODRIGUEZ
3. Carlos PEREIRA IRAOLA
4. Pablo Pardo SANTAYANA
5. Carlos J. CASH
6. Jaime SCREMINI ALGORTA
7. Gilberto SAENZ
8. Guillermo BARREIRO
9. Mario DUTRA DA SILVEIRA
10. Jacinto D. DURAN
11. Raul SICHERO BOURET
12. Francisco A. CROSA RODRIGUEZ
13. Benito MEDERO

OTHER HEREFORD BREEDERS

Arturo BCOTH  
Alberto GALLINAL  
Jòse M. ELORZA  
Oscar J. SILVEIRA  
Lorenzo SALVO  
Roberto J. ZERBINO  
Pablo RISSO  
Miguel MARTIRENA  
Felipe E. SANGUINETTI  
Juan Jose y Diego DE ARGEAGA





APPENDIX "E"

SCHEDULE - POLLED HEREFORD MARKET STUDY TEAM - BRAZIL

AUGUST   DAY

- 15    Tues.    Team arrived at 18:30 at Porto Alegre, met by Gregorio Ballian.
- 16    Wed.    Visited American Consul; discussed trip purpose with Bloom, Consul, and Mr. Langley - Travel advances, etc. Lunch with Consul group, met Dr. Athos Muniz Vasconcellos, Chief Inspector and Executor of Agreement on Animal Production and arranged schedule to visit in Uruguaiana area.  
Also met the following officials:
1.   Dr. Helio Boeckel, Director of Animal Production, State Department of Agriculture.
  2.   Dr. Ruy Paixao Cortes, Chief of the Zootechnic Section, State Department of Agriculture.
  3.   Dr. Petronio Fagundes de Oliveira, Vice-Director of Animal Production.
  4.   Dr. Jose Grossman, Chief of the Zootechnical Experimental Service, State Department of Agriculture.
- Visited Exposition grounds, observed cattle.
- 17    Thurs.    Departed for Uruguaiana, approximately 400 miles west of Porto Alegre; major Polled Hereford herds. Met at airport by Dr. Virginio Teixeira dos Santos, veterinary Inspector, Uruguaiana, State Department of Agriculture.  
Visited "Cabanha Julieta", Flodoardo da Silva - Polled Hereford breeder. Area 3,000 ha. - Address: Flodoardo da Silva, "Cabanha Julieta", Caixa Postal 34, Uruguaiana, Estado do Rio Grande do Sul, Brazil.  
Visited "Cabanha Sao Luiz" to Hermes Pinto - Caixa Postal 114, Uruguaiana, Rio Grande do Sul, Brazil. Area: 6,500 hectares.  
The group had dinner with Carlos Lopes da Silva, grandson of Col. Flodoardo da Silva.



APPENDIX "E" (cont'd)

AUGUST    DAY

- 18    Fri.    Visited "Cabanha Sao Luiz", Pedro Surreaux, Uruguaiana, Rio Grande do Sul; area: 8,000 hectares.  
Visited "Cabanha Paineiras", to Joao Francisco Tellechea, Uruguaiana, Rio Grande do Sul. Polled Hereford and Aberdeen Angus.  
Flodoardo da Silva invited the group to his home.
- 19    Sat.    We visited Santa Zelia Ranch, to Flodoardo da Silva.  
Visited railroad station and observed cattle being loaded for Porto Alegre show. Returned to Porto Alegre.
- 20    Sun.    Attended opening livestock Exposition. Lunch with Dr. Athos Muniz Vasconcellos. Visited the stand Wilson Sons Cia.; met Edward Towill, Manager of Wilson & Sons, and judge of Hereford and Polled Hereford.
- 21    Mon.    Discussed our programs with Mr. Percy Warner, American Consul in Porto Alegre; lunch with Mr. Warner. Then attended livestock show.
- 22    Tues.    Attended livestock show, judgement. Met Dr. Leonel Brizola, Governor of Rio Grande do Sul, Dr. Alberto Hoffmann, State Secretary of Agriculture, Prof. Outubrino Correa, Director of Rural University.
- 23    Wed.    Attended livestock show. Left Porto Alegre at 19:00 to Rio de Janeiro. Discussed Varig tour to Dallas with Mario M. Goncalves.
- 24    Thurs.    Discussed programs in Brazil. Visited Mr. Ford M. Milam, Agricultural Attache in Rio de Janeiro; completed transportation. Met the Minister of Agriculture; cleared up expense accounts, etc.
- 25    Fri.    Messrs. Royer and Chittenden departed for the United States. - Mr. Wilson departed for Guatemala.



APPENDIX "F"

SCHEDULE - DALTON L. WILSON - GUATEMALA

AUGUST    DAY

- 25    Fri.    Arrived Guatemala City 4:30 P.M. Visited Office of Agricultural Attache, and developed an itinerary for Guatemala visit.
- 26    Sat.    Visited new slaughter and packinghouse at Lavarreda. Interviewed Mr. Robert Brixus, Plant and Public Relations Manager, and Senor Rafael RAMIREZ, major stockholder, regarding plant operations and manufacturing beef export programs.
- 27    Sun.    Sunday.
- 28    Mon.    Reviewed STICA, Tegucigalpa livestock purchase mission project and mailed comments and recommendations regarding the project to STICA Director, Mr. Albert L. Brown.
- Met with President of the Cooperativa de Ganaderos de Guatemala y Agropecuaria Tinajas, Senor Lazaro CHACON Pazos. Held preliminary discussion regarding possible Export-Import Bank line of credit for cattle purchases.
- Met with the Minister of Agriculture, Senor Pedro MOMBIELA, and discussed general livestock program for Guatemala and means for increasing Guatemalan imports of purebred cattle from the United States.
- Lunched with Minister of Agriculture and made preliminary plans for visit of Brahman team in November.
- 29    Tues.    Met with Manager of GOG Banco de Guatemala, Senor Francisco FERNANDEZ Rivas, and discussed implementation of Bank of America line of credit for US\$500,000 for cattle purchases in the United States.





